Paul Green **Poster Analysis Worksheet #1**

1. What are the main colors used in the poster? All black and white, to symbolize the fact that the message is as “Clear” as black and white…

2. What Symbols are used If any in the poster? Black man, dignified dress, “IN FRONT” of a white woman holding a baby in a railway car. And a whiteman pointing for him to get out. The woman is looking scornfully toward the black man as if to say “That means you”…

3. If a symbol is used, is it

a. clear easy to interpret? Symbolisim is interpretive,

b. memorable? Yes, if one understands that during the time “Black People” were required to be separate and held underneath white rule. This poster perpetuates the impression that Blacks are getting “equal” and “ahead” of whites.

c. Dramatic? Not really, so as to imply that it is not “Exaggerating”, but that this this should not be tolerated, per “Black Laws” enacted to impose strict segregation.

4. Are the messages in the poster primarily visual, verbal, or both? Primarily visual as stated above, to emphasize white supremacy and strict segregation not only in railway trains, but schools, churches, restaurants, hotels, public transportation, rest rooms, and water fountains

5. Who do you think is the intended audience for the poster? The intended audience I feel is for White People to be mindful of retaining white segregationist position, and for Blacks to be reminded also, that freedom does not mean “equality”.

6. What does the Government hope the audience will do? It hopes to retain the segregation policy instituted by black laws, irrigardles and objection from courts and federal government.

7. What Government purpose(s) is served by the poster? To retain separation of races.

8. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? Yes, it sends a clear message without having to spell it out..”Blacks are not accepted or considered equal in the eyes of whites” no matter what their status.



**Paul Green Poster Analysis Worksheet #2**

1. What are the main colors used in the poster? Black and White. Again to symbolize clarity and separation on governmental position (For or against the president).

2. What Symbols are used If any in the poster? A lot, which in a way is used to overwhelm people and have them make a choice without having to do their own thinking. To make a decision and channel their decision based upon support for congress or the president in regards to supporting the negro and . Here are a few;

Support for the Freedman’s Bureu would allow

1. Negro’s equality – showing in the sweat of thy face shalt thou eat thy bread.
   1. The White house depicted as a “store” that welcmes “free loading” and no work
   2. $$ indicating what “Negro’s” will get for their “Idelness”, some showing more compensation than the white man.
   3. Negro dressed in “Stars & Stripes” kicked back and “day dreaming”
2. White Burden if support for Freedmans Bureau
   1. Hard work, (Man chopping wood, with a statement that reads The WHITE MAN “in all caps).
   2. Labor of a white man, tending his land to support family at the expense if the agency continues.. (Subliminal message: Whites, remember we had “Blacks” do this…)
3. Exaggeration of Pay and Taxes incurred by whiteman . Note of $6,944.500 to support the Freedmans Bureau, annotating that to pay for it would come from the “White man”, in the form of Heavy Taxes, and Hard Labor.
4. Use of Bold letters “Negro” “Expense” … “Congress” “President”. Ect…to capture attention.
5. Use of a congressman in bold print to signify his opposition (ie.. Name Dropping) as a “selling” point
6. Negro’s in Army, receiving $300 vs. Whites receiving $100. (in small print 1861 / 1862). Cartoon / Poster was printed in 1866.

3. If a symbol is used, is it

a. clear easy to interpret? Yes, this poster leaves nothing to doubt as its purpose is to overwhelm the reader with an abundant of “problems” they will face if they vote for this legislation.

b. memorable? Yes.

c. Dramatic? Many pictures are used to dramatize the fall out of the Freedman’s Bureau act.

4. Are the messages in the poster primarily visual, verbal, or both? Primarily Both, pictures say (1000 ) words, and the additional “Captions” clarify its intent.

5. Who do you think is the intended audience for the poster? White People.

6. What does the Government hope the audience will do? Not support it, repeal it.

7. What Government purpose(s) is served by the poster?

To limit actions and access to equality for Blacks.

8. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? Yes, It is meant to persuade.

**The Freedman's Bureau! An agency to keep the Negro in idleness at the expense of the white man. Twice vetoed by the President, and made a lawy by Congress. Support Congress & you support the Negro Sustain the President & you protect the white man**

**(**[**http://www.loc.gov/pictures/item/2008661698/**](http://www.loc.gov/pictures/item/2008661698/)**)** 